



6 SIMPLE STEPS TO BETTER UX

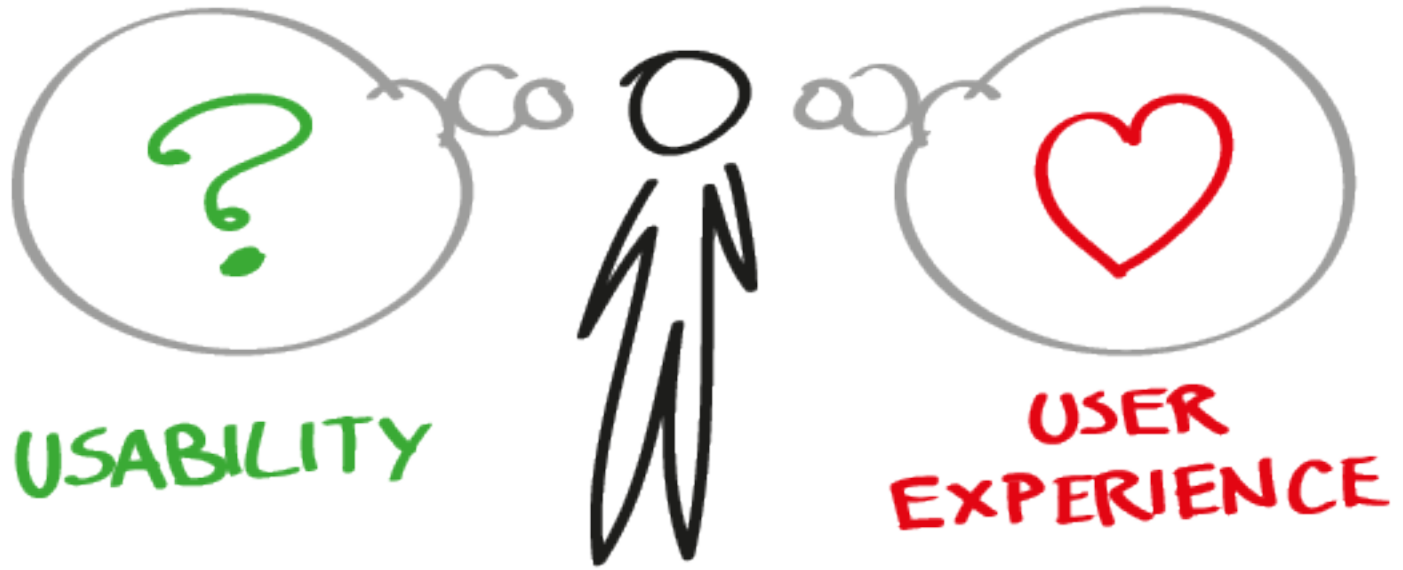
November 2018
Department Web Framework Users Group

COLLEGE OF ARTS & SCIENCES | UNIVERSITY *of* WASHINGTON





WHAT IS UX?



USABILITY VS. UX

- > *Usability* is about trying to get something done intuitively and easily. The goal is to remove any roadblocks that would keep people from performing the task at hand.
- > *User experience* deals with how a person feels—their emotional connection, if any, to the task at hand.

--Kurt Iverson, Domain7.com



THE RESERVOIR OF GOODWILL



I enter the site.

My goodwill is a little low, because I'm not happy that their negotiations may seriously inconvenience me.



I glance around the Home page.

It feels well organized, so I relax a little. I'm confident that if the information is here, I'll be able to find it.



There's no mention of the strike on the Home page.

I don't like the fact that it feels like business as usual.



There's a list of five links to News stories on the Home page but none are relevant.

I click on the Press Releases link at the bottom of the list.



Latest press release is five days old.

I go to the About Us page.



No promising links, but plenty of promotions, which is very annoying. Why are they trying to sell me more tickets when I'm not sure they're going to fly me tomorrow?



I search for "strike" and find two press releases about a strike a year ago, and pages from the corporate history about a strike in the 1950s.

At this point, I would like to leave, but they're the sole source for this information.



I look through their FAQ lists, then leave.

IF YOU EXHAUST THE RESERVOIR...

- > They'll leave your site.
- > They may not be as eager to use your site in the future.
- > They may think less of your organization.
- > They may complain (to friends, to powers that be, to social media).
- > *You will not achieve your organization's goals – selling goods or services, changing perceptions, promoting brand, recruiting students, engaging donors.*





6 STEPS TO IMPROVE UX



1. Fix broken links



Search for:



Not what you were expecting?

A dense collage of various social media icons and logos, including Twitter, Facebook, YouTube, LinkedIn, and others, arranged in a grid-like pattern. The icons are in various colors and orientations, creating a vibrant and busy background.

2. Update social media links

A photograph of a rural landscape. In the foreground, a dirt road with gravel is visible, with a single hay bale sitting in the middle. The road leads towards a flat, open field of dry grass. In the background, there are utility poles and power lines against a bright blue sky with scattered white clouds. A small red sign is visible on the right side of the road in the distance.

3. Update stale content on the front page



4. Update faculty/staff photos



5. Check the flow of key pages



FIND FUNDS

Opportunities Search My Gift History

Arts and Sciences College Fund for Excellence

Countless pressing issues and open questions face the world, and

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ADD TO MY GIFTS

6. Review funds on giving page

Dean's Priority Fund for Students

The Dean's Priority Fund for Students supports transformative experiences for students in the College of Arts & Sciences, from admission to graduation – and beyond.

ADD TO MY GIFTS

Arts & Sciences General Scholarship Fund

Dedicated students with diverse life experiences are crucial to the life of the College. Gifts to the Arts & Sciences General Scholarship Fund ensure that the best and brightest students have access to an A&S education regardless of financial circumstances.

ADD TO MY GIFTS

Graduate Support Fund

Graduate students are essential to discovery process, as researchers and scholars working with faculty and as teachers inspiring undergraduates. Financial support is often the deciding factor in a graduate student's choice of a graduate school, making the

ADD TO MY GIFTS

MY GIFTS (0)

EMBEDDED GIVING FORMS

- > To ADD/REMOVE/REORDER funds:
<https://online.gifts.washington.edu/secure/admin>
For access email advsti@uw.edu
- > To CHANGE names and descriptions:
Email Gift Services gifts@uw.edu



RECAP: 6 SIMPLE STEPS

1. Fix broken links
2. Update social media links
3. Update stale content on the front page
4. Update faculty/staff photos
5. Check the flow of key pages
6. Review funds on giving page





HAPPIER STUDENTS

Q&A

1:1 CONSULTATION

